E-Business and Spiral Development

Charles Leinbach
Director - C-bridge University
C-bridge Internet Solutions
http://www.c-bridge.com

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About C-bridge

- Consulting firm founded in 1996
- E-Business solution consulting, systems development, and education
- ~250 Employees
- Offices in Cambridge, San Francisco, New York, Detroit, Denver, Sydney and London

C-bridge's mission is to empower our clients to achieve the highest levels of business value through rapid and intelligent deployment of E-Business solutions.
C-bridge Value

Our Customers’ Situation
- Fighting to win markets
- Need fast response deployment
- Working more closely with actors
- Increasingly demanding customers

E-Business
- Customer self-service
- Customized customer experience
- Supply chain integration
- and more

Technology Situations
- Security
- High-bandwidth solutions
- Complex user platforms
- Standards

Profit Life Cycle Management
Organizational Learning

Recognizing -> Surfacing
E-Business Strategy
Process Development
System Development
Overcoming Constraints
Restructuring -> Criticizing

Double-loop Learning

Recognizing -> Surfacing
Examine the learning value of incremental activities
Restructuring -> Criticizing

C: Sage confidential
E: Business Intelligence
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Spiral 1 - Program Management

Spiral 2 - Project Implementation

Traditional development process

<table>
<thead>
<tr>
<th>Define</th>
<th>Design</th>
<th>Bold 1.0</th>
<th>Rollout</th>
</tr>
</thead>
</table>

RAPID™ Delivery process

<table>
<thead>
<tr>
<th>Define</th>
<th>Design</th>
<th>Build 1.0</th>
<th>Build 1.1</th>
<th>Build 1.2</th>
<th>Build 2.0</th>
<th>Savings and Opportunity</th>
</tr>
</thead>
</table>

- Application delivered much sooner at less cost
- First release available very quickly
- Iterative builds increase application reliability and relevance
Spiral 3 - Micro-iteration

12-24 Weeks

Pattern Recognition and "The Stack"

- Business strategy for making money
  - Profit Patterns applied to E-Business

- Business processes that enable the strategy
  - Best practice E-Business processes
  - Processes from 3rd party system vendors

- Existing and compatible sets of technologies that enable processes
  - 3rd party products/products
  - C-bridge Framework and object components
Questions?